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(54) Title: PROCESS FOR PRINTING SUBSTRATES ACCORDING TO THE INK-JET PRINTING METHOD

(57) **Abstract:** The present invention relates to an aqueous ink composition for the ink-jet printing method, which comprises a) metallic or non-metallic, inorganic platelet-shaped particles having an average particle diameter of at least 2 µm, b) a dispersant (dispersing agent) and c) a binder. The ink compositions according to the invention are able to yield prints having a metallic appearance or prints having a colour that changes according to the viewing angle ("flop effect").

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